



Office of Government Contracting Training for JPL Acquisition Staff

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*"Providing America's Small Businesses with
the Competitive Edge"*

AGENDA – July 28, 2010

- Supplier Diversity Program Overview
- Small Business Goals Flowdown to JPL
- NAICS Codes and Size Standards
- Market Research Methods

WHY DOES A SUPPLIER DIVERSITY PROGRAM EXIST?

- Public Law 95-507
 - Signed into law by President Carter
 - Amended the Small Business Act to make federal procurements more readily accessible to all small businesses
 - Maximum practicable opportunities

WHY DOES A SUPPLIER DIVERSITY PROGRAM EXIST?

- Required federal agencies to establish goals for small business
- Established the OSDBU for each federal agency
- Redefined minority firms as “socially and economically disadvantaged small businesses”
- Established subcontracting plans for large businesses (i.e., \$550K (\$500K for JPL) and \$1M for construction

WHY DOES A SUPPLIER DIVERSITY PROGRAM EXIST?

- Historical Background
 - Before PL 95-507 - very little diversity in government contracting
 - Did away with the “old boy” contracting network
 - Established a supplier base representative of the American population
 - Diversity and inclusion drives a competitive advantage that drives business results

Pioneer & Advocate for Minority Small Businesses

Honorable Parren J. Mitchell
(1922-2007)



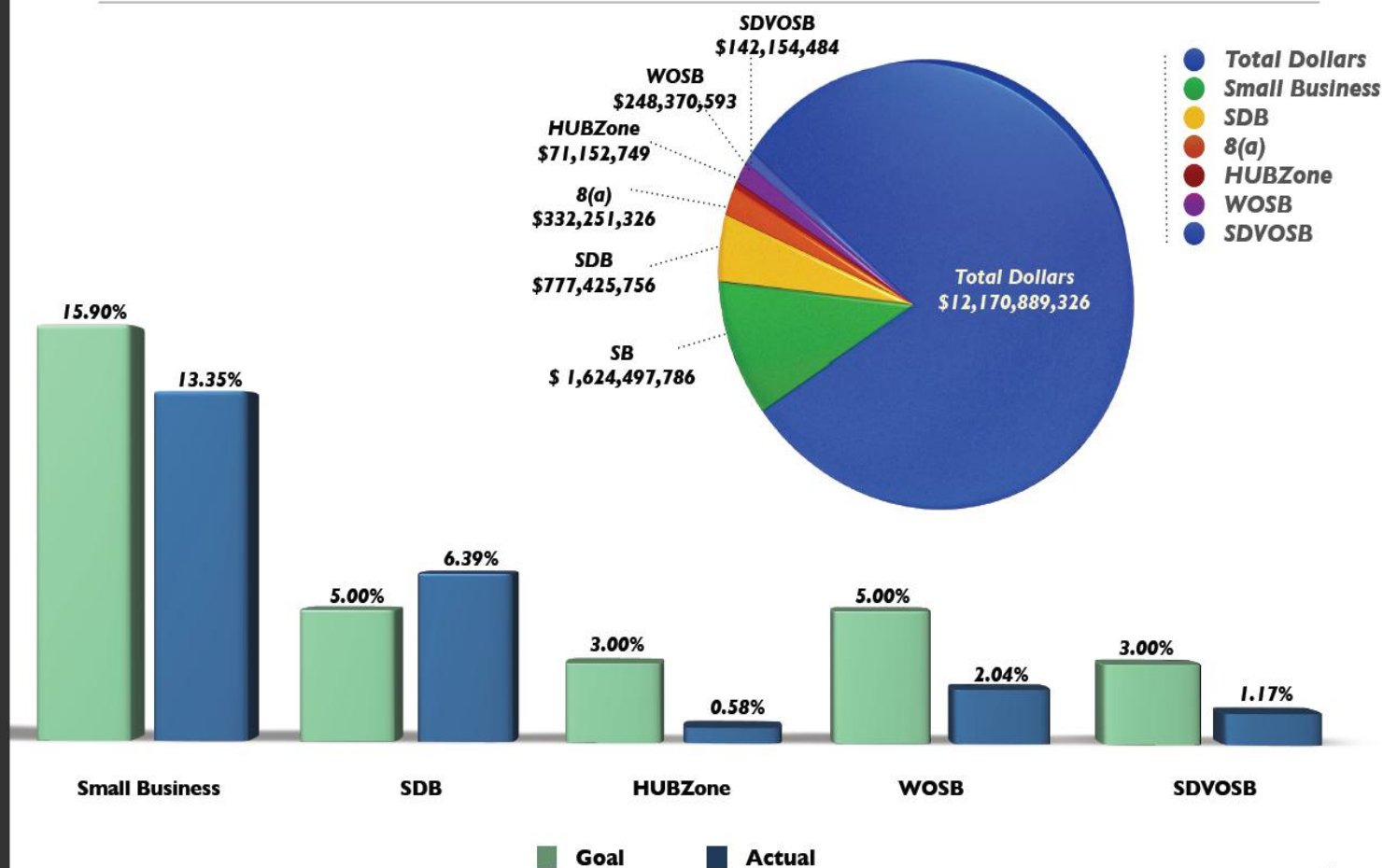
SMALL BUSINESS GOALS FLOWDOWN

High-Level Overview:

- *“How do the socioeconomic goals flow down to JPL? What is the process?”*

NASA Agency FY10 Prime Goals vs. Actual Percentages as of June 30, 2010

Data Generated July 14, 2010 from FPDS-NG



NAICS CODES AND SIZE STANDARDS

- What are size standards?
 - Established a “Table of Small Business Size Standards” matched to “North American Industry Classification System” (NAICS) Codes
 - Table states number of employees or average annual receipts (revenue averaged over a three year period)
 - Represents the largest size that a small business (including its subsidiaries and affiliates) may be to remain classified as a small business for SBA and Federal contracting programs

NAICS CODES AND SIZE STANDARDS

- To bid on a Federal contract, a small business must self-certify that it is a small business concern under the appropriate size standard
- The business size at the time of self-certification prevails for that contract
- **For JPL:** Suppliers are not required to submit NAICS codes; however, NAICS are used to search for potential suppliers for source lists

SIZE STANDARD BASED ON NUMBER OF EMPLOYEES

- NAICS Code 334111 – Electronic Computer Mfg – 1,000 Employees
 - JPL Scientific Workstations Servers & Related Hardware & Software Products
- NAICS Code 541712 – Space Vehicles & Guided Missiles . . . – 1,000 Employees
 - JPL Temporary Support Effort Personnel (TSEP)

SIZE STANDARD BASED ON REVENUE

- NAICS Code 541330 – Engineering Services – \$4.5M
 - JPL Mechanical Systems Engineering & Research Division Support Service Center
- NAICS Code 541513 – Computer Facilities Management Services – \$25M
 - JPL Science Data Systems Implementation & Operations

MARKET RESEARCH

- Effective market research methods for locating small businesses:
- In Central Contractor Registration (CCR):
<http://ccr.gov>
- Dynamic Small Business Search (DSBS)
http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm
 - Quick Market Search button
 - Search by NAICS code, keywords and location
 - DSBS
 - More thorough search

MARKET RESEARCH

SBA - Quick Market Search - Microsoft Internet Explorer provided by SBA

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Research Messenger

Address http://dsbs.sba.gov/dsbs/search/dsp_quicksearch.cfm Go Links Customize Links Free Hotmail Free HotMail(1)

U.S. Small Business Administration
SBA
Your Small Business Resource

Print Exit Help
DSBS Quick Market Search

Quick Market Search

Welcome to Quick Market Search All search form hotlinks open a new browser window.

Based on the search criteria selected, the Quick Market Search will return an aggregate number of profiles in the following socio-economic categories: HUBZone, 8(a), Small Disadvantaged Business (SDB), Woman-owned, Veteran owned and Service Disabled Veteran-owned in a randomized order. It is also possible to drill down to the specific profiles identified in the search results. (Note: To find small businesses NOT in these socio-economic categories, go to DSBS using the button above.)

Nature of Business (comma separated, up to 5 entries or 40 characters) for:

NAICS Code(s): ☒ Any ☐ All (slower) [Help](#)

Or keywords (comma separated, up to 25 entries or 125 characters) for:

Keywords: ☒ Any ☐ All (slower) [Help](#)

Location of Firm:

State(s):
[\(How to make multiple selections.\)](#)

(any state)
AL - Alabama
AK - Alaska
AA - American Atlantic (APO/FPO)
AE - American Europe (APO/FPO)
AP - American Pacific (APO/FPO)

[Metropolitan Statistical Area](#) (4-digit numeric, leading 0's if fewer digits)

Zip Code or Zip Code Initial Fragment (1 to 5 numeric digits)

[First Gov](#) [E-Gov](#) [Regulations.gov](#) [White House](#) SBA Processing: 0.142 seconds Version: Small Business Source System 7.0.1
* Privacy & Security * Information Quality * FOIA * No Fear Act * ADA

Done

Start [Inbox - Microsoft Outl...](#) [Microsoft PowerPoint ...](#) [Microsoft Word](#) [SBA - Quick Mark...](#) Local intranet 11:46 AM

MARKET RESEARCH:

- What is FedBizOpps?

<http://fbo.gov>

- What is the benefit to a subcontracts manager?
- What is the process at JPL?

FedBizOpps.gov

Home - Federal Business Opportunities: Home - Windows Internet Explorer

https://www.fbo.gov/

File Edit View Favorites Tools Help

Pasadena, CA 77° F Sunny 60° F 82° F Weekend 10-Day Get today's fitness forecast

Home - Federal Business Opportunities: Home

FEDBIZOPPS.GOV Federal Business Opportunities

Home Getting Started General Info Opportunities Agencies Privacy

Search more than **33,100*** active federal opportunities.

Posted Date: Last 90 Days Set-Aside Code: Any

Place of Performance: Any State or Territory Type: Any

Keyword / Solicitation #: Agency:

Search Additional criteria and multiple selections are available on the [advanced search form](#).
* Notices posted within the last 90 days.

[Where can I find the U.S. Coast Guard's announcement seeking innovative ideas supporting the Deepwater Horizon Response efforts for the oil spill in the Gulf of Mexico?](#)

Buyers / Engineers
Government users may post, manage, and award opportunities.

Username: [View Opportunities](#)
No login is required to view opportunities.

Password: [Register Now](#)
[Password Reminder](#)
[Login](#) [Recovery FAQs](#)

Vendors / Citizens
Vendors and citizens may search, monitor, and retrieve opportunities.

Username: [Find Opportunities](#)
No login is required to view opportunities.

Password: [Register Now](#)
[Password Reminder](#)
[Login](#) [Recovery FAQs](#)

Location / Agency Administrators

[Login Here](#)
[Register Now](#)

RECOVERY
FBO now contains Recovery and Reinvestment Act actions.

[SEARCH RECOVERY OPPORTUNITIES](#)
[SEARCH RECOVERY AWARDS](#)

FBO RECOVERY REPORTS

- [Click here for Opportunities](#)
- [Click here for Awards](#)

Click [here](#) to learn more.

USER GUIDES

- [Buyer](#)
- [Vendor](#)
- [Engineer](#)
- [Location / Agency Admin](#)

Use [Adobe Acrobat Reader](#) to view files in PDF format.

DEMONSTRATION VIDEOS
Watch demonstration videos designed to familiarize you with the features and functionality of the new FBO.

[Watch the Videos](#)

ADDITIONAL RESOURCES

- [FAQs](#)
- [Federal Service Desk](#)
- [Recovery.gov](#)
- [Whitehouse.gov/recovery/](#)
- [Business Partner Network \(BPN\)](#)
- [Central Contractor Registration \(CCR\)](#)
- [Online Reps & Cert Application \(ORCA\)](#)
- [Federal Agency Business Forecasts](#)
- [Federal Assets Sales](#)
- [Federal Grants](#)
- [USA.gov](#)
- [Minority Business Development Agency](#)
- [SUB - Net \(Subcontracting Opportunities\)](#)
- [IAE](#)

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